Contents of Six Preceding Issues of the "AMERICAN NURSERYMAN"

Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record of Important Trade Events—For Ready Reference

DECEMBER 15, 1927

United Horticulture Launched
New Organization Described.....275
Valuable Research Work
By W. L. Howard, California.....278
Nursery Land at Big Price
Pontiac Company Sells.....279
American Rose Society
Report by Secretary Pyle.....285
New Fruit Stocks Available
At Geneva N. Y. Station.....282
Baldwin Apple Not Affected
By Environment Says Expert.....282
To Cross-Breed the Hickories
Plans of S. W. Snyder.....281
National Arboretum Fund
Pending in Congress.....280
Aiding Forest Planting
Work of Nebraska Nurserymen.....280
Northern Retail Association
In Session in Minneapolis.....276

JANUARY 1, 1928

Northern Retail Nurserymen
Rousing Annual Convention..... 7
American Pomological Society
Action at Annual Meeting..... 17
For a June Convention Party
Plans for Denver and Coast..... 12
Million Dollars Per Letter
Value of a Slogan..... 12
Living Catalogue of Trees
Plans of Stark Bros. Co..... 12
Baldwin Apple Not Affected
Unchanged by Environment..... 22
New York State Association
Rochester Meeting This Month..... 18
Comment on June Budding
As Practiced in California..... 8
State Vs. Commercial Nurseries
Suggestions on Co-operation..... 9
Growing Domestic Stocks
Prominent Concerns Active..... 9

JANUARY 15, 1928

Cutting Costs by Cutting Varieties
John K. Andrews, Faribault, Minn.... 31
State and Commercial Nurseries
How They May Co-operate 32
Northern Retailers' Trade Topics
Discussed at Minneapolis Convention 34
Importations Reported by the F. H. B.
Fruit and Rose Stocks; Cuttings ... 35
Pertinent Suggestions by a Nurseryman
Reflections by C. A. Tonneson 37
The Proposed Postal Regulations
Actively Advocated by Nurserymen.. 38
Study of Nursery Trade Problems
By Portland, Ore., Nursery Club ... 41
New York Nurserymen in Convention
Important Topics by Experts 42
Oklahoma Nurserymen Plan Meeting
Program of Practical Trade Topics.. 32
Master Farmer Movement Outlined
Ohio Nurseryman Honored 36

FEBRUARY 1, 1923

The Nurserymen's Biggest Plans
By E. C. Hilborn, Chairman..... 55
Illinois Nurserymen's Convention
Mid-Winter Event of the Trade..... 56
New England Nurserymen's Meeting
By Secretary W. N. Craig..... 60
Massachusetts Winter Meeting
By Secy. Wintrop H. Thurlow..... 60
Connecticut Nurserymen in Session
By Secretary A. E. St. John..... 60
Tennessee Nurserymen's Meeting
By Secretary G. M. Bentley..... 61
An $80,000,000 Nursery Industry
National Survey Development..... 62
Postal Amendment Provisions
J. Horace McFarland's Activities... 63
Year's Trade Activities Reviewed
By President F. J. Littleford..... 64
Minnesota Nurserymen's Association
Bids for A. A. N. Convention..... 66

FEBRUARY 15, 1928

Ohio Nurserymen in Convention
Lively Discussion of Topics..... 82
Expert Sales Management
By H. N. Tolles, Chicago..... 84
"Buy Needs; Don't Burn Surplus"
By A. S. Buskirk, Ohio..... 88
Arnold Arboretum Equipment
New Greenhouse, Laboratory..... 88
Fruit and Flower Club Meets
Sales Managers in Session..... 86
Rhode Island Business Volume
Half Million in Nursery Sales..... 90
Nurserymen Plan Big Exhibit
At Louisville Flower Show..... 90
Eastern Canada Nurserymen
In Annual Session in Ottawa..... 96
New England Nurserymen
President Van Baarda's Address.... 96
Western Association of Nurserymen
New Committeemen Announced..... 96

MARCH 1, 1928

Michigan Nurserymen's Production
One-Sixth of Country's Acreage.....107
Changes in Nursery Business
Predicted by Lester W. Needham...107
Another Site for National Arboretum
Mt. Hamilton Property High.....107
Snowballing on the Denver Trip
Hundred Mile Mountain Tour.....103
New Nursery Competition
Progressive Nurseryman's Chance..114
Propagating Plans for Nurserymen
At the Arnold Arboretum.....115
Eastern Nurserymen's Convention
Many Practical Topics Discussed...116
Summary of Ohio Trade Activity
By Clarence O. Siebenthaler.....116
New Jersey Nurserymen Are Busy
20,000 Booklets; Publicity Emblem.120
Minnesota Wants National Convention
M. R. Cashman Committee Chairman.124

F. & F.
EST'D 1862 QUALITY FIRST

Cotoneaster microphylla
Lonicera thibetica
Pinus umbraculifera
Potentilla tridentata
Phlox subulata Apple blossom
Primula veris Hose-in-Hose
Rhododendron minus

Among the unusual things offered in our new Spring catalog. Have you a copy?

F. & F. Nurseries
WM. FLEMER'S SONS INC.
SPRINGFIELD. NEW JERSEY.

PRINCETON PRODUCTS
STANDARD OF EXCELLENCE

FEW concerns can offer the wide range of hardy ornamentals described in our new Spring price list.

Send for your copy

PRINCETON NURSERIES
PRINCETON, NEW JERSEY
Wm. Flemer's Sons, Inc.

THE PEERLESS DUST GUN

IS A WINNER—
WATCH IT DUST

Bugs Can't Park Here

When you want a dust gun that will produce results and give satisfaction get a **Peerless.** It will dust bushes and medium size trees, also underneath the leaves on low plants.

A REAL GUN THAT GIVES REAL SERVICE

Write for descriptive circular and tell us where you saw this adv.

PEERLESS DUST GUN CO.
1600 E. 24th St. Cleveland, Ohio

Contents of Six Preceding Issues of the "AMERICAN NURSERYMAN"

Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record of Important Trade Events—For Ready Reference

DECEMBER 15, 1927

United Horticulture Launched
New Organization Described.....275
Valuable Research Work
By W. L. Howard, California.....278
Nursery Land at Big Price
Pontiac Company Sells.....279
American Rose Society
Report by Secretary Pyle.....285
New Fruit Stocks Available
At Geneva N. Y. Station.....282
Baldwin Apple Not Affected
By Environment Says Expert.....282
To Cross-Breed the Hickories
Plans of S. W. Snyder.....281
National Arboretum Fund
Pending in Congress.....280
Aiding Forest Planting
Work of Nebraska Nurserymen.....280
Northern Retail Association
In Session in Minneapolis.....276

JANUARY 1, 1928

Northern Retail Nurserymen
Rousing Annual Convention..... 7
American Pomological Society
Action at Annual Meeting..... 17
For a June Convention Party
Plans for Denver and Coast..... 12
Million Dollars Per Letter
Value of a Slogan..... 12
Living Catalogue of Trees
Plans of Stark Bros. Co..... 12
Baldwin Apple Not Affected
Unchanged by Environment..... 22
New York State Association
Rochester Meeting This Month..... 18
Comment on June Budding
As Practiced in California..... 8
State Vs. Commercial Nurseries
Suggestions on Co-operation..... 9
Growing Domestic Stocks
Prominent Concerns Active..... 9

JANUARY 15, 1928

Cutting Costs by Cutting Varieties
John K. Andrews, Faribault, Minn.... 31
State and Commercial Nurseries
How They May Co-operate 32
Northern Retailers' Trade Topics
Discussed at Minneapolis Convention 34
Importations Reported by the F. H. B.
Fruit and Rose Stocks; Cuttings ... 35
Pertinent Suggestions by a Nurseryman
Reflections by C. A. Tonneson 37
The Proposed Postal Regulations
Actively Advocated by Nurserymen.. 38
Study of Nursery Trade Problems
By Portland, Ore., Nursery Club ... 41
New York Nurserymen in Convention
Important Topics by Experts 42
Oklahoma Nurserymen Plan Meeting
Program of Practical Trade Topics.. 32
Master Farmer Movement Outlined
Ohio Nurseryman Honored 36

FEBRUARY 1, 1923

The Nurserymen's Biggest Plans
By E. C. Hilborn, Chairman..... 55
Illinois Nurserymen's Convention
Mid-Winter Event of the Trade..... 56
New England Nurserymen's Meeting
By Secretary W. N. Craig..... 60
Massachusetts Winter Meeting
By Secy. Wintrop H. Thurlow..... 60
Connecticut Nurserymen in Session
By Secretary A. E. St. John..... 60
Tennessee Nurserymen's Meeting
By Secretary G. M. Bentley..... 61
An $80,000,000 Nursery Industry
National Survey Development..... 62
Postal Amendment Provisions
J. Horace McFarland's Activities... 63
Year's Trade Activities Reviewed
By President F. J. Littleford..... 64
Minnesota Nurserymen's Association
Bids for A. A. N. Convention..... 66

FEBRUARY 15, 1928

Ohio Nurserymen in Convention
Lively Discussion of Topics..... 82
Expert Sales Management
By H. N. Tolles, Chicago..... 84
"Buy Needs; Don't Burn Surplus"
By A. S. Buskirk, Ohio..... 88
Arnold Arboretum Equipment
New Greenhouse, Laboratory..... 88
Fruit and Flower Club Meets
Sales Managers in Session..... 86
Rhode Island Business Volume
Half Million in Nursery Sales..... 90
Nurserymen Plan Big Exhibit
At Louisville Flower Show..... 90
Eastern Canada Nurserymen
In Annual Session in Ottawa..... 96
New England Nurserymen
President Van Baarda's Address.... 96
Western Association of Nurserymen
New Committeemen Announced..... 96

MARCH 1, 1928

Michigan Nurserymen's Production
One-Sixth of Country's Acreage.....107
Changes in Nursery Business
Predicted by Lester W. Needham...107
Another Site for National Arboretum
Mt. Hamilton Property High.....107
Snowballing on the Denver Trip
Hundred Mile Mountain Tour.....103
New Nursery Competition
Progressive Nurseryman's Chance..114
Propagating Plans for Nurserymen
At the Arnold Arboretum.....115
Eastern Nurserymen's Convention
Many Practical Topics Discussed...116
Summary of Ohio Trade Activity
By Clarence O. Siebenthaler.....116
New Jersey Nurserymen Are Busy
20,000 Booklets; Publicity Emblem.120
Minnesota Wants National Convention
M. R. Cashman Committee Chairman.124

F. & F.
EST'D 1862 QUALITY FIRST

Cotoneaster microphylla
Lonicera thibetica
Pinus umbraculifera
Potentilla tridentata
Phlox subulata Apple blossom
Primula veris Hose-in-Hose
Rhododendron minus

Among the unusual things offered in our new Spring catalog. Have you a copy?

F. & F. Nurseries
WM. FLEMER'S SONS INC.
SPRINGFIELD. NEW JERSEY.

PRINCETON PRODUCTS
STANDARD OF EXCELLENCE

FEW concerns can offer the wide range of hardy ornamentals described in our new Spring price list.

Send for your copy

PRINCETON NURSERIES
PRINCETON, NEW JERSEY
Wm. Flemer's Sons, Inc.

THE PEERLESS DUST GUN

IS A WINNER—
WATCH IT DUST

Bugs Can't Park Here

When you want a dust gun that will produce results and give satisfaction get a **Peerless.** It will dust bushes and medium size trees, also underneath the leaves on low plants.

A REAL GUN THAT GIVES REAL SERVICE

Write for descriptive circular and tell us where you saw this adv.

PEERLESS DUST GUN CO.
1600 E. 24th St. Cleveland, Ohio

Contents of Six Preceding Issues of the "AMERICAN NURSERYMAN"

Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record of Important Trade Events—For Ready Reference

MARCH 15, 1928

Salesmen for Improved Methods
By T. Frank Andrews, Rochester....135
What Is a 2-3, 3-4 Foot Shrub
By William A. Weber, Affton, Mo...136
Business from the Ornamental Side
By J. F. Donaldson, Sparta, Ky.....137
Listing of Incoming Checks
John Watson's Suggestion.....137
Modern Peonies and Irises
By Lee Bonnewitz, Van Wert, O....137
Arnold Arboretum an Able Ally
By Keeper E. H. Wilson.....138
Parcel Post Regulations
Of Special Nursery Interest.....138
Confusion in Plant Names
Southern Committees at Work.....138
Important Plant Introductions
By Dr. N. E. Hansen, South Dakota.143
An Exceptional Evergreen Catalogue....143
Information on Packing Nursery Stock..150

APRIL 1, 1928

Commercial Credit Technique
By J. F. O'Keefe, Chicago.....163
Pacific Coast Nursery Survey
By C. A. Tonneson, Secretary.....166
Important Ally of the Trade
Annual of American Rose Society...168
Seasonal Nursery Trade Reports
Crop and Market Information.....169
By Train and Auto to Denver
Suggestions by Lloyd Stark.....173
Call and Carry Trade Experience
By Farr Nursery Company.....173
American Plant Propagators Association
Cleveland Proceedings Published....174
Trade Conditions on Pacific Coast
By Washington Nursery Co.....176
Currant and Gooseberry Regulations
Federal Horticultural Board Action.178
William Flemer Elected Vice-President
Of the American Association.....178

APRIL 15, 1928

Pacific Coast Convention Trip
Features for Eastern Nurserymen...187
Commercial Credit Technique
By J. F. O'Keefe, Chicago.....188
Shenandoah Extends Special Welcome
To Nurserymen En Route to Denver.190
Death of Thomas B. Meehan
Prominent A. A. N. Member.....190
Middle States Nurseryman's Dream
Radio Specialty of Earl E. May....192
A Get-Together Address for Nurserymen
By O. W. Fraser, Alabama.....194
Courses for Nurserymen at Cornell
Outlined for the Year 1928.....200
Plan to Clothe the Arid Regions
Provisions of Congressional Act....200
A Novel Nursery Catalogue
By Harrison Nursery, York, Neb....193
Observations on the Modern Garden
By Dr. L. H. Bailey, Ithaca, N. Y... 193

MAY 1, 1928

Query: What Is a Quarantine
Problem for National Plant Board...211
Denver National Convention Program
National Survey Report Leads.....212
Study to Eliminate Mixtures
By J. S. Shoemaker, Ohio Expt. Sta. 214
The Landscaping of Farm Property
Ohio Extension Service Activities...214
Unusual Evergreen Booklet
Issued by D. Hill Nursery Co.....215
Seasonal Nursery Trade Reports
Crop and Market Information..... 216
May Resume Chestnut Culture
Reason for Pennsylvania's Action...218
Notable Promotion Gathering in Florida
Railway Men in Conference.....222
Oregon Nursery Grade Standards
Announced by Nursery Club..... 224
Proposals of Postal Bill in Congress
Effort to Revise Rates Downward.. 226

MAY 15, 1928

New Nursery Regulations in Michigan
Old Law Repealed by Pest Law.....235
Special Train to Denver via Shenandoah
Detailed Plans for a Day's Visit.... 236
Pacific Coast Plans Special Welcome
For Nurserymen After Denver.....236
Delightful Visit in Southern California
Awaits at Spot of Interest.....239
Airplane and Radio for Use of Guests
During the Shenandoah Stopover.. 238
One Planter's Experience a Pointer
To Guide Nurserymen's Operations 240
The New Competition in Review
By O. H. Cheney, New York.....241
Alabama Nurserymen's Association Meets
Arthur Rich, Foley, President.....242
California Fruit Trees for Germany
Shipped by California Nursery Co. 242
California Regional Dinner—King.....246
Confusion of Plant Names—H. P. Kelsey 250

JUNE 1, 1928

F. H. B. Calls Seedling Conference
In Washington, D. C. June 27.....259
American Seedling Growers Ready
What Pacific Coast Growers Say....260
Making a Dent in the Buying Public
Drop the Junk and Grow the New...261
Pittsburgh Concern's Proposition
Big Acreage for Small Fruits.....261
Complete Program for Denver
And Comment by Pres. Hillenmeyer.262
Pacific Coast Association Plans
For July Annual Meeting.....263
Bulletins of Nursery Trade News
Practical Topics of Interest.....265
New Zealand Nurserymen Active
Summary of Convention Subjects...266
Concerning Black End on Pears
By Louis Vistica, Stockton, Cal.....269
Cut of 5% in Selling Price
Means 20% Reduction of Profit.....272

SPIREA VANHOUTTE
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.
HYDRANGEA ARBORESCENS
18-24 in. and 2-3 ft.
HYDRANGEA PAN. GRAND.
18-24 in. and 2-3 ft.
BERBERIS THUNBERGI, CALIFORNIA PRIVET, and all other SHRUBS in a good assortment.
WISC. WEEPING WILLOWS
6-8 ft. and 8-10 ft.
FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS
"WEST has the BEST"
T. B. WEST & SONS
PERRY, OHIO

PECAN TREES
CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.
Simpson Nursery Co.
Monticello, Fla. Established 1902

WELCOME
to the
Denver Convention
and
Our Nurseries
TOLLESON NURSERIES
Denver, Colorado
We specialize in Chinese Elm Seedlings, and transplants

A PRACTICAL EDUCATION
In Sales Management and Business Practice
The Star Address in Nursery Trade Circles in Mid-Winter Season
By Harry N. Tolles, President Sheldon School, Chicago
At Annual Convention of the Illinois Nurserymen's Association
Chicago, January 18, 1928
Reprints of this address from the Feb. 15 edition of "American Nurseryman" in eight-page form on super-cal. paper, 10 x 13½, can be had for 10 cents each. For individual use; for distribution by Nursery concerns to members of office and sales forces; for distribution to Nursery Trade Association members. Supply limited.
AMERICAN FRUITS PUBG. CO. P. O. Box 124, Rochester, N. Y.

NOTICE
To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the
HORTICULTURAL ADVERTISER
Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of $1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.
Established 1883
H. A. LTD., Lowdham, Nottingham, Eng.

THE AMERICAN ASSOCIATION OF NURSERYMEN
Is accomplishing much for the Nursery Trade.
With a record of fifty-two years of service.
Practical departments and active committees.
National conventions of inestimable value.
Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.
President, W. W. Hillenmeyer, Lexington, Ky.
Vice-President, Wm. Flemer, Jr., Princeton, N. J.
Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.
Convention Date: Denver, Colo., June 20-22, 1928